

Exhibit 15

3:06 AM

100%



Greg Hartrell

O Away



Do we have early conversation numbers?



Greg Hartrell 56 mins

from mobile to PC, there's a gap.

there's a big drop off once someone hits
that microsite and shares the link with
themselves

the team has a funnel planned (hopefully
launching in Dec) that does a pop-up, you
choose your PC, and we prompt you on
Chrome next time you're at your PC

The current funnel has a 1.2% conversion
into an install, but that Dec feature could get
us 10X that.

that said, yesterday, we had double the DAU
without anything happening in the store

all our pipelines are 24-48 hours lagged, so
we'll look after the weekend



Lei Zhang 42 mins

The drop off from mobile to email to pc is
totally understood. Chrome notification is
super stoked!

Can other Google's pc surfaces help remind
users "you have initiated to install GPP,
complete it now"? YouTube?

Can't wait to see the Dec ramp up!

↓ Jump to bottom



Greg Hartrell 32 mins



History is off

